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AGENDA

MARINA DEL REY DESIGN CONTROL BOARD

Thursday, September 24, 2009, 2:00 p.m.

**Burton W. Chace Park Community Building
13650 Mindanao Way ~ Marina del Rey, CA 90292**

Design Control Board Members

Peter Phinney, AIA - Chair	- Fourth District
Simon Pastucha - Vice Chair	- Third District
Helena Jubany - Member	- First District
David Abelar - Member	- Second District
Tony Wong, P.E. - Member	- Fifth District



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

1. Call to Order, Action on Absences, Pledge of Allegiance, and Order of Agenda

2. Approval of Minutes

August 27, 2009

3. Design Control Board Reviews

A. Parcel 49S - LACO Department of Public Works - Used Oil Collection Center - DCB #09-002

Approval of the record of the DCB August 27, 2009 action approving new signage and security camera installation

B. Parcel 56 - Fisherman's Village - DCB #09-007

Approval of the record of the DCB August 27, 2009 action approving signage modifications for Catalina-Marina del Rey Flyer

C. Parcel 15 - Bar Harbor Marina - DCB #09-010

Approval of the record of the DCB August 27, 2009 action approving a temporary leasing sign

D. Parcel 145 - Marina International Hotel - DCB #09-012

Approval of the record of the DCB August 27, 2009 action approving signage for Spokes N Stuff, a new tenant

E. Parcel 95 - Marina West Center - DCB #09-013

Approval of the record of the DCB August 27, 2009 action approving temporary signage for Images Furniture Warehouse, a new tenant

4. Consent Agenda

The Chair may entertain a motion by a Board member at the beginning of the meeting to approve certain non-controversial agenda items as consent agenda items unless held by a Board member or member(s) of the public for discussion or separate action.

5. Old Business

None

6. **New Business**

- A. Marina del Rey Waterline Replacement Project
Presentation by Melinda Breda, Department of Public Works
- B. Marina del Rey Waterline Replacement Project
Presentation by Julian Juarez, Department of Public Works
- C. Parcel 50 - Waterside Marina del Rey - DCB #09-011
Consideration of signage for Fresh Brothers Pizza, a new tenant
- D. Parcel 95 - Marina West Center - DCB #09-014
Consideration of signage for Islands Fine Burgers & Drinks
- E. Parcel 76 - Marina Towers - DCB #09-015
Consideration of signage for Chase Bank
- F. Parcel 50 - Waterside Marina del Rey - DCB #09-016
Consideration of signage for Papillon, a new tenant

7. **Staff Reports**

- A. Temporary Permits Issued by the Department
- B. Ongoing Activities Report
- Board of Supervisors Actions on Items Relating to Marina del Rey
 - Regional Planning Commission's Calendar
 - Local Coastal Program Periodic Review Update
 - Small Craft Harbor Commission Minutes
 - Marina Design Guidelines Update
 - Redevelopment Project Status Report
- C. Marina del Rey and Beach Special Events

8. **Public Comment**

Public comment within the purview of this Board (three minute time limit per speaker)

9. **Adjournment**

ADA ACCOMMODATIONS: If you require reasonable accommodations or auxiliary aids and services such as material in alternate format or a sign language interpreter, please contact the ADA (Americans with Disability Act) Coordinator at (310) 827-0816 (Voice) or (310) 821-1734 (TDD), with at least three business days' notice.

Project Materials: All materials provided to the Design Control Board Members are available (beginning the Saturday prior to the meeting) for public review at the following Marina del Rey locations: Marina del Rey Library, 4533 Admiralty Way, 310-821-3415; MdR Visitors & Information Center, 4701 Admiralty Way, 310-305-9546; Burton Chace Park Community Room, 13650 Mindanao Way, 310-305-9595; and (beginning the Monday prior to the meeting) Department of Beaches and Harbors Administration Building, 13837 Fiji Way, 310-305-9503. The material can also be accessed on our website at marinadelrey.lacounty.gov.

Please Note: The Los Angeles County Board of Supervisors adopted Chapter 2.160 of the Los Angeles County Code (Ord. 93-0031 §2(part), 1993) relating to lobbyists. Any person who seeks support or endorsement from the Design Control Board on any official action must certify that they are familiar with the requirements of this ordinance. A copy of this ordinance can be provided prior to the meeting and certification is to be made before or at the meeting.

Departmental Information: <http://beaches.co.la.ca.us> or <http://labeaches.info>

DRAFT

**MINUTES
OF
MARINA DEL REY
DESIGN CONTROL BOARD**

August 27, 2009 2:00 p.m.

**Department of Beaches and Harbors
Burton Chace Park
Community Building – 13650 Mindanao Way
Marina del Rey, CA 90292**

Members Present: Peter Phinney, A.I.A., Chair, Fourth District
Helena Lin Jubany, First District
David Abelar, Second District

Members Absent: Simon Pastucha, Vice-Chair, Third District
Tony Wong, P.E., Fifth District

Department Staff Present: Santos Kreimann, Director
Gary Jones, Deputy Director
Charlotte Miyamoto, Chief, Planning Division
Ismael Lopez, Planner
Teresa Young, Secretary

County Staff Present: Michael Tripp, Department of Regional Planning

County Staff Absent: Tom Faughnan, Principal Deputy County Counsel

Guests Testifying: Art Caballero, LACO Department of Public Works
Jill Peterson, Pacific Ocean Management
Jeanine Battaglia, Catalina Mdr Flyer
Joey Harris, Spokes N Stuff
Roger Van Wert, Esprit I

1. Call to Order, Action on absences and Pledge of Allegiance

Mr. Phinney called the meeting to order at 2:10 p.m. and Mr. Abelar led the Pledge of Allegiance

**Mr. Phinney (Abelar) moved to excuse Mr. Pastucha and Mr. Wong from the meeting
{Unanimous consent}**

**Mr. Phinney introduced new Design Control Board Member, Ms. Helena Lin Jubany, appointed by
Supervisor Gloria Molina, First Supervisorial District**

Mr. Phinney introduced Mr. Gary Jones, the new Deputy Director of the Department of Beaches and Harbors

2. Approval of the DCB minutes

Mr. Abelar (Phinney) moved to approve the July 23, 2009 minutes {Unanimous consent}

3. Design Control Board Reviews

A. Parcel 50 - Waterside Marina del Rey - DCB #08-006

Approval of the record of the DCB July 23, 2009 action approving sign program, after-the-fact signage and advertising kiosks

Mr. Abelar (Jubany) moved to approve DCB Review #08-006 as submitted {Unanimous consent}

B. Parcel 50 - Waterside Marina del Rey - DCB #09-005

Approval of the record of the DCB July 23, 2009 action approving signage for Modo Optometry

Mr. Abelar (Jubany) moved to approve DCB Review #09-005 as submitted {Unanimous consent}

4. Consent Agenda

None

5. Old Business

A. Parcel 49S - LACO Department of Public Works - Used Oil Collection Center DCB #09-002

Further consideration of new signage and security camera installation

Ms. Miyamoto gave the project overview

Mr. Caballero of the Department of Public Works gave a presentation

Mr. Kreimann stated that the camera would serve as a deterrent to individuals and businesses from dumping illegal substances at the site, not necessarily as enforcement to prosecute or fine individuals

Public Comments

None

Board Comments

Mr. Abelar asked about the existence of fire extinguishers

Mr. Caballero replied that there are no fire extinguishers but he will check if they are required

Mr. Phinney asked about lighting the center given it is a 24-hour facility

Mr. Caballero indicated they are looking into how to light the center

Mr. Abelar would like to see added back into the sign the following wording: "Protect the Environment" and "Recycle used oil and used oil filters here"

Ms. Jubany requested that all sign lettering meet ADA requirements

Mr. Phinney asked that the sign materials need to be current materials and color needs to resist fading

**Mr. Abelar (Phinney) moved to approve DCB Review #09-002 with conditions:
{Unanimous consent}**

- 1. Applicant shall add the following content:
"Protect the Environment" and "Recycle used oil and used oil filters here"**
- 2. Applicant shall ensure that lettering complies with ADA accessibility requirements; and**
- 3. Applicant shall obtain further review and approval from the Department of Regional Planning**

B. Parcel 56 - Fisherman's Village DCB #09-007

Further consideration of signage modifications for Catalina-Marina del Rey Flyer

Ms. Miyamoto gave the project overview

Mr. Kreimann noted that a second sign was previously proposed on the gangway, but had been removed from the current submittal

Mr. Tripp noted that the Sign Controls in MdR allow one sign per street frontage and per water frontage, and added that the sign in question met the one sign per water frontage requirement

Public Comments

None

Board Comments

Mr. Phinney stated that the sign would presumably come down for a period of time and get repainted and asked whether lighting would be possible

Ms. Battaglia stated lighting for the sign would be difficult and possibly costly; she added that it would not be considered for this project

Mr. Abelar asked about putting a logo on the sign

Mr. Phinney advised that if the Applicant wanted to add the logo they could return for approval by the DCB, however, he thought the proposed sign looked fine. Also, he asked that the sign meet ADA requirements such as to color and legibility

Ms. Jubany (Abelar) moved to approve DCB #09-007 the sign as submitted {Unanimous consent}

6. New Business

A. Parcel 15 - Bar Harbor Marina - DCB #09-010

Consideration of temporary leasing sign

Ms. Miyamoto gave the project overview

Mr. Van Wert commented that he supported staff's recommendation and added that temporary approval was requested through December 1, 2009

Public Comments

None

Board Comments

Mr. Abelar (Jubany) moved to approve DCB #09-010 as submitted with temporary signage approval until December 1, 2009 {Unanimous consent}

B. Parcel 145 – International Hotel - DCB #09-012

Consideration of signage for Spokes N Stuff, a new tenant

Ms. Miyamoto gave an overview of the project

Public Comments

None

Board Comments

Ms. Jubany asked if the sign currently in place was a temporary banner and if the request was for the sign to remain in place until August 2010

Mr. Harris said the sign was made of PVC material and that it had been up for 30 days. He further asked whether the Board would grant a time limit

Mr. Phinney stated that the Board could make a recommendation for the sign to remain up for a period not to exceed 18 months

Ms. Jubany (Abelar) moved to approve DCB #09-012 for temporary approval until tenant is able to relocate back to the Jamaica Bay Inn (Parcel 27), which is under construction, however, such approval will be for a period of no more than 18 months or February 28, 2011 {Unanimous consent}

Mr. Harris asked about an extension for a temporary sign at Jamaica Bay Inn (Parcel 27)

Mr. Phinney stated a new DCB application for an extension of time would be required for that sign

Ms. Miyamoto stated that Mr. Harris' initial temporary sign approval will expire August 30, 2009, but beyond the available 30-day extension from the Department, DCB approval would be required

C. **Parcel 95 - Marina West Center - DCB #09-013**

Consideration of temporary signage for Images Furniture Warehouse, a new tenant

Ms. Miyamoto gave the project overview

Public Comments

None

Board Comments

Mr. Phinney asked the Applicant if the temporary sign located on the existing pole sign was internally lit. He asked Mr. Tripp if the Board could ask that the pole sign be removed

Mr. Tripp noted that pole signs were permitted on the lessee's property and only excessive pole signs not in conformance with the Sign Controls would be removed

Mr. Phinney asked about hours of illumination; if none, then requested that the sign not be lit during the temporary approval period

Ms. Peterson stated the pole sign lighting was not working and it would remain unlit during the temporary approval period

Ms. Miyamoto stated the original application for temporary signage was for two signs; a pole sign and a façade sign, but only one sign was posted by the Applicant.

Ms. Peterson stated that approval for only the temporary pole sign was being requested

Ms. Jubany (Abelar) moved to approve DCB #09-013 for the non-illuminated temporary pole banner sign through October 31, 2009 {Unanimous consent}

7. **Staff Reports**

All reports were received and filed

8. **Public Comments**

None

Adjournment

Mr. Phinney (Abelar) moved to adjourn the Design Control Board meeting at 3:16 p.m. {Unanimous consent}

Respectfully Submitted,

Teresa Young

Secretary for the Design Control Board



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Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

September 17, 2009

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 3 - DESIGN CONTROL BOARD REVIEWS - DCB #09-002, #09-007, #09-010, #09-012 and #09-013

The Design Control Board's actions from August 27, 2009 are attached:

- A. Parcel 49S - Used Oil Collection Center - DCB #09-002
- B. Parcel 56 - Catalina-Marina del Rey Flyer - DCB #09-007
- C. Parcel 15 - Bar Harbor Marina - DCB #09-010
- D. Parcel 145 - Spokes N Stuff - DCB #09-012
- E. Parcel 95 - Images Furniture Warehouse - DCB #09-013

SHK:CM
Attachments (5)

DRAFT

**DESIGN CONTROL BOARD REVIEW
DCB #09-002**

PARCEL NAME: Used Oil Collection Center

PARCEL NUMBER: 49S

REQUEST: Consideration of signage and security camera installation

ACTION: Approved with conditions

CONDITIONS:

1. Applicant shall add the following content:
 - a. "Protect the Environment"
 - b. "Recycle used oil and used oil filters here"
2. Applicant shall ensure that lettering complies with ADA accessibility requirements; and
3. Applicant shall obtain further review and approval from the Department of Regional Planning

MEETING DATE: August 27, 2009

DRAFT

**DESIGN CONTROL BOARD REVIEW
DCB #09-007**

PARCEL NAME: Fisherman's Village

PARCEL NUMBER: 56

REQUEST: Consideration of signage modifications for Catalina-Marina del Rey Flyer

ACTION: Approved per submitted plans on file with the Department

CONDITIONS: None

MEETING DATE: August 27, 2009

DRAFT

**DESIGN CONTROL BOARD REVIEW
DCB #09-010**

PARCEL NAME: Bar Harbor Marina

PARCEL NUMBER: 15

REQUEST: Consideration of temporary leasing signage until December 1, 2009

ACTION: Approved per submitted plans on file with the Department

CONDITIONS: None

MEETING DATE: August 27, 2009

DRAFT

DESIGN CONTROL BOARD REVIEW DCB #09-012

PARCEL NAME: Marina International Hotel

PARCEL NUMBER: 145

REQUEST: Consideration of signage for Spokes N Stuff, a new tenant

ACTION: Approved with conditions

CONDITIONS: Signage approved until such time as tenant is able to relocate back to the Jamaica Bay Inn (Parcel 27), which is under construction, however, such approval will be for a period of no more than 18 months or February 28, 2011.

MEETING DATE: August 27, 2009

DRAFT

**DESIGN CONTROL BOARD REVIEW
DCB #09-013**

PARCEL NAME: Marina West Center

PARCEL NUMBER: 95

REQUEST: Consideration of temporary signage for Images Furniture Warehouse

ACTION: Approved with conditions

CONDITIONS: Signage shall be non-illuminated and approval is through October 31, 2009

MEETING DATE: August 27, 2009



Locations of September 24, 2009 DCB Items



Item 6D; Parcel 95
Marina West Center

Item 6E; Parcel 76
Marina Towers

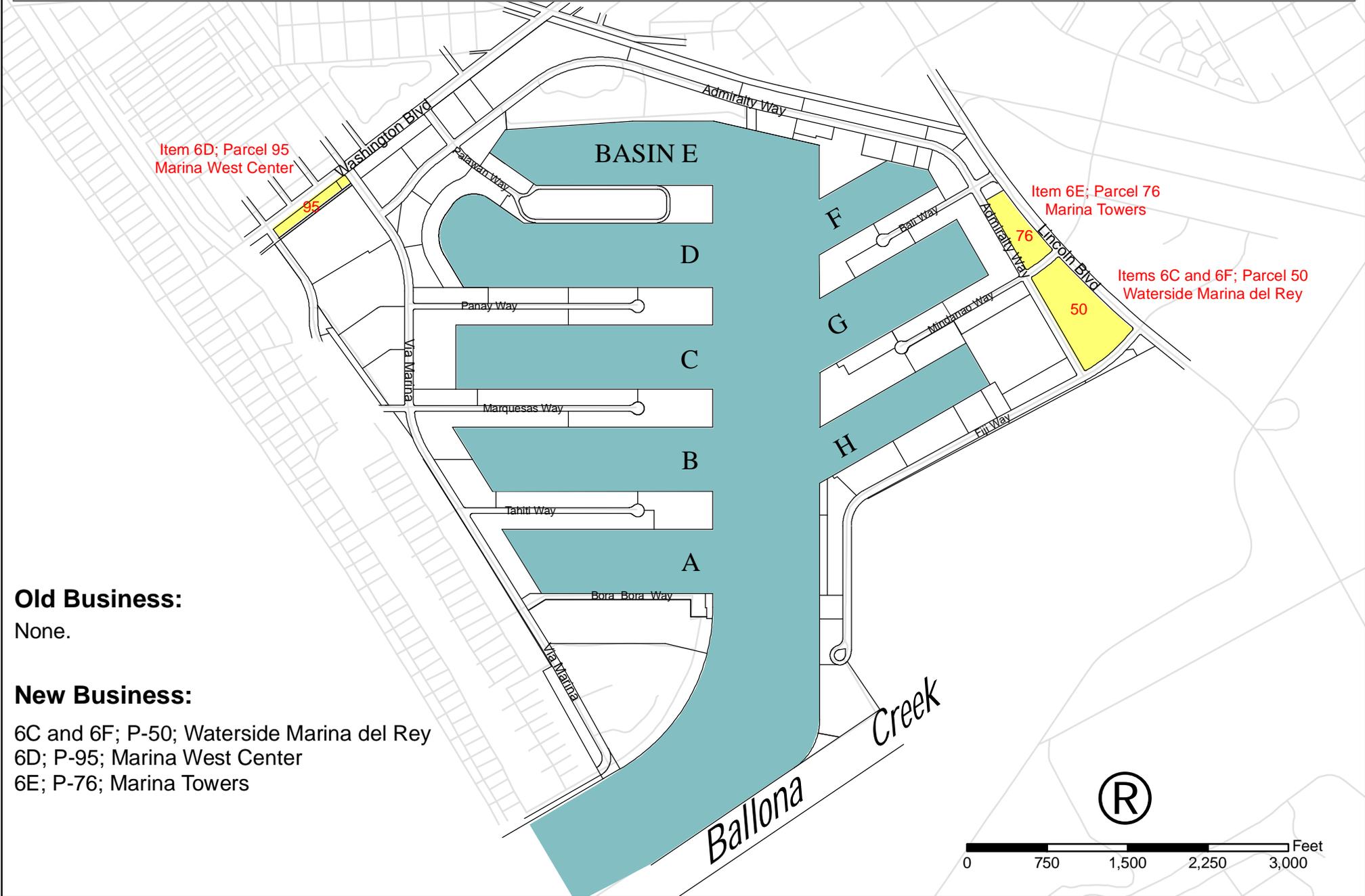
Items 6C and 6F; Parcel 50
Waterside Marina del Rey

Old Business:

None.

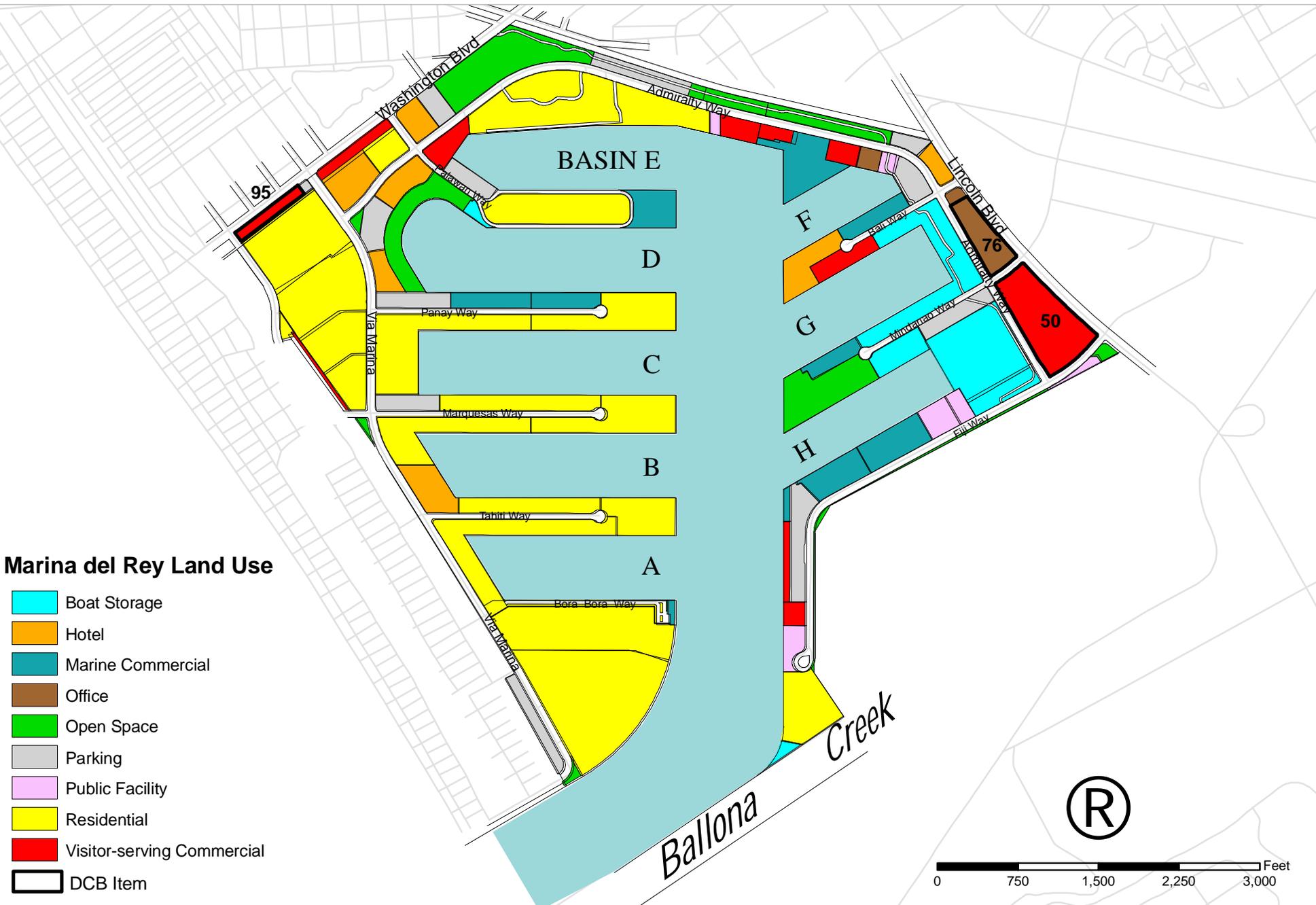
New Business:

- 6C and 6F; P-50; Waterside Marina del Rey
- 6D; P-95; Marina West Center
- 6E; P-76; Marina Towers



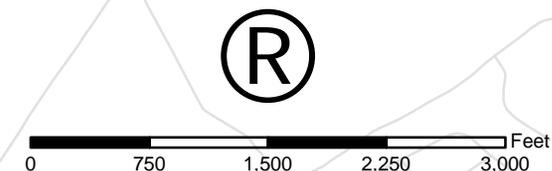


Marina del Rey Land Use Map for September 24, 2009 DCB Items



Marina del Rey Land Use

-  Boat Storage
-  Hotel
-  Marine Commercial
-  Office
-  Open Space
-  Parking
-  Public Facility
-  Residential
-  Visitor-serving Commercial
-  DCB Item





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September 17, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 6A – MARINA DEL REY WATER CONSERVATION

Item 6A on your agenda pertains to the water conservation effort in Marina del Rey. As previously reported, the Board of Supervisors confirmed at its June 2, 2009 meeting that a water shortage emergency exists and authorized implementation of the Phased Water Conservation Plan at the Phase II Shortage level, requiring a 15% reduction in water use in Marina del Rey.

The Department of Public Works (DPW) has since embarked on an outreach effort to educate Marina del Rey residents and business establishments on how to conserve water. Melinda Barrett, Water Conservation Manager, from DPW will make a presentation at your meeting to provide information on how the public can participate in this effort in order for the Marina to meet the established conservation goal.

SHK:cm



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September 17, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 6B – MARINA DEL REY WATERLINE REPLACEMENT PROJECT

Item 6B on your agenda pertains to the Department of Public Works' (DPW) Marina Water System Waterline Replacement Project. The project consists of installing nearly 20,000 linear feet (approximately 3.8 miles) of 18-inch diameter steel pipeline and appurtenances along Fiji Way, Admiralty Way, Via Marina and Bora Bora Way. The new pipeline will replace the 10-inch and 14-inch diameter water mains that exist along the same alignment, which are undersized to meet current domestic and fire protective demands.

The project is scheduled to be advertised for bid in December 2009 and will be constructed in two phases. The first phase, which consists of installing approximately 9,500 linear feet of 18-inch diameter steel pipeline, is expected to start construction activities in April 2010. The second phase, which consists of installing approximately 9,800 linear feet of 18-inch diameter steel pipeline, is expected to start construction approximately one year later.

Julian Juarez, DPW's Project Manager, will make a presentation at your Board's meeting to provide further information and answer any questions your Board or the public may have about the project.

SHK:cm



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September 17, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board
FROM: Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 6C - PARCEL 50 - WATERSIDE MARINA DEL REY - FRESH BROTHERS PIZZA - DCB #09-011

Item 6C on your agenda is a submittal from Fresh Brothers Pizza (Applicant), a new restaurant at Waterside Marina del Rey, 4722½ Admiralty Way. The Applicant is requesting new signage along the front and rear façade, as well as replacement of the existing awning material and color along the front of its retail space at Waterside Marina del Rey.

Signage

Main Entrance

The Applicant is proposing to install one new business identification sign on top of the existing awning, in reversed channel illuminated lettering, along the former Coldstone Creamery retail space. The new signage will read "FRESH BROTHERS" in custom font, followed by the restaurant's signature pizza slice logo to the right, measuring 88" long by 17" high overall and made of .040 aluminum faces. The words "FRESH BROTHERS" will measure approximately 72" long by 15" high and will be painted Fire Red (PMS 1795M). The pizza logo will measure approximately 15" long by 17" high and will consist of a multicolored design with yellow (PMS 109M), red (PMS 1807M), two shades of green (PMS 383M and 3415M), white and black colors. The sign will be located at approximately 15'7" from existing grade.

Service Entrance

The Applicant also proposes to install a sign on the rear façade facing Lincoln Boulevard approximately 12'6" from existing grade that is identical in size and content to the one over the main entrance.

Entrance Awning

The existing overhead striped awning material will be replaced with new striped Sunbrella fabric in crimson red and black cherry colors. The awning underside will be set at 9'4" above grade and rise to 13'6" above grade, replicating the size of the existing awning. The metal awning supports and hardware will remain the same medium bronze color.

Lighting & Business Hours

The signage being requested at the main and rear entrances are proposed to be illuminated from 6 p.m. to 1 a.m. The proposed hours of operation for Fresh Brothers Pizza will be from 11 a.m. to 10 p.m., daily, which is consistent with center-wide hours of operation.

STAFF REVIEW

Staff recommends approval of the proposed awning and the two business identification signs, which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulation* and are consistent with the overall design of the Waterside Marina del Rey development. The illumination of the signs should be consistent with center-wide hours of illumination as approved by your Board for other signage in the center. Therefore, illumination of the entrance sign is recommended from dusk until 11:30 p.m. or one hour after the closing of the last restaurant, whichever is earlier. The illumination of the proposed service entrance sign facing Lincoln Boulevard is recommended from dusk until midnight nightly.

Business identification signage on the storefront doors or windows that are common at many of the stores in the center was not included in this submittal. The lessee's general manager of the center has been advised that approval from Beaches and Harbors, your Board, plus a variance from Regional Planning are required prior to the display of such signage. This is to avoid adding to the existing problems at the center of unapproved signage.

The Department recommends **APPROVAL** of DCB #09-011 with the following conditions:

- 1) Applicant obtain further review and approval from the Department of Regional Planning;
- 2) Main Entrance sign shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of the last restaurant, whichever is earlier; and
- 3) Rear Entrance sign shall be lit according to existing center-wide lighting hours from dusk until midnight.

SHK:cm



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September 17, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board
FROM: Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 6D - PARCEL 95 - ISLANDS FINE BURGERS & DRINKS - DCB #09-014

Item 6D on your agenda is a submittal by Islands Fine Burgers & Drinks to replace two existing façade-mounted signs; one facing north along Washington Boulevard and the other facing west along Via Dolce. Islands is located at 404 Washington Blvd. in the Marina West Shopping Center

Proposed Signs

North Elevation Sign

The proposed north elevation business identification sign will replace the existing sign located on the façade facing Washington Boulevard. The new sign will read "ISLANDS" over the words "fine burgers & drinks" with a double-palm tree logo to the left. The word "ISLANDS", will measure approximately 87" long by 20" high and be made of ½" acrylic letters in corporate font painted red, orange and yellow (PMS 485C to PMS Yellow C) with a blue (PMS 300) outline. The words "fine burgers & drinks" will measure approximately 93" long by 8" high, in blue (PMS 300) custom font lettering. To the left of the lettering is a two-palm logo measuring approximately 31" long by 44" high in varying brown and green colors. The new sign will measure approximately 10' long by 44" high and will be located at 8'2" above grade level.

West Elevation Sign

The existing west elevation business identification sign on the façade facing Via Dolce will be replaced with the identical sign proposed for the north elevation. The sign will hang 8'2" above grade level.

Lighting & Business Hours

The business hours of operation are 11:30 a.m. to 10:30 p.m., Sunday through Thursday, and 11:30 a.m. to 11:00 p.m. Friday and Saturday. The two new acrylic replacement façade signs will be lit from dusk until midnight by an existing lamps hanging from the awning. The light will be directed on the wall sign only.

STAFF REVIEW

Proposed Signage

Staff recommends approval of the two proposed signs, which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulations*. Following your Board's approval, the signage will be subject to further review and approval by the Department of Regional Planning.

The Department recommends APPROVAL of DCB #09-014, with the condition that Applicant obtains further review and approval of the signage by the Department of Regional Planning.

SHK:CM



To enrich lives through effective and caring service

September 17, 2009



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board
FROM: Santos H. Kreimann, Director

SUBJECT: **AGENDA ITEM 6E - PARCEL 76 - MARINA TOWERS - CHASE BANK
DCB #09-015**

Item 6E on your agenda is a submittal from JP Morgan Chase Bank (Applicant), formerly Washington Mutual Bank, located at 4676 Admiralty Way. The Applicant is requesting approval for three facade-mounted business identification signs, one ATM sign, and twelve parking signs for specific parking spaces.

Background

At the June 25, 2009 DCB meeting, your Board considered a temporary signage submittal from Chase Bank for three business identification signs and one ATM sign (DCB #09-009). All signs were approved through August 31, 2009 in anticipation of the Applicant having a submittal for the August DCB meeting. Currently, all four temporary signs are in place as previously approved.

Business Identification Wall Signage

The Applicant is proposing to replace the three existing hanging cabinet signs along Admiralty Way, Mindanao Way and the parking lot facing Lincoln Boulevard (Signs E-001, E-002 and E-003 on the site plan) with slightly smaller but similarly dimensioned new cabinets and sign faces. The new cabinets will all measure 24' long by 4' high, hang 2' from the ceiling and be located 11'-5" from grade. The Admiralty Way, Mindanao Way and Lincoln Boulevard hanging cabinet signs will face westerly, southerly and easterly, respectively.

All signs read "CHASE" in 2' tall, internally illuminated, acrylic translucent white lettering in custom font on a Nickel MP #19891, gloss finish background, followed by the Chase Bank octagonal logo to the right. The logo is 2'-7" tall in blue (PMS 300 Blue) translucent acrylic. The lettering and logo will measure approximately 14' long by 2'-7" high overall.

ATM Signage

The site currently has an existing ATM along the parking lot facing Lincoln Boulevard (Sign E-006 on the site plan). The Applicant proposes to install new paneling and signage. The new sign will read "CHASE" in 6" high white lettering followed by the Chase Bank octagonal logo to the right, measuring 7" painted blue. The overall ATM sign panel will measure approximately 38" long by 18" high, and will be internally lit with LED lighting in

Nickel (MP-18101), blue and white colors. The new ATM paneling will be located 7½" from grade.

Parking Signs

The Applicant is proposing twelve parking signs along the open parking lot facing Lincoln Boulevard and Mindanao Way. The parking lot is used by several tenants and, therefore, specific parking space identification is needed in order to guide patrons to the reserved Chase Bank parking spaces. The signs will be non-illuminated and will read "CHASE" with the octagonal logo to the right, followed by "Parking for Bank Patrons Only" and towing warning for violators. All lettering will be in white with the logo in blue on a nickel and dark nickel background with a gloss finish on a 1/8" thick aluminum face. The signs will be welded to an aluminum fabricated post, 6'-9" tall and painted Chase Blue (PMS #300). All signs will measure approximately 1'3" long by 1'9" high overall with the bottom edge 5'-3" above grade level.

Lighting & Business Hours

The hours of operation are Monday through Friday, 9 a.m. to 6 p.m. and Saturday, 9 a.m. to 1 p.m. The three facade signs are proposed to be illuminated nightly from dusk until 11 p.m. The ATM sign will be lit from dusk to dawn. The proposed lighting is consistent with center-wide hours of illumination. The parking signs will not be illuminated.

Existing Temporary Signage

The Applicant is requesting approval of the four existing temporary signs for a minimum period of three months or until the permanent signage receives all approvals and installed.

STAFF REVIEW

Staff recommends approval of the three façade-mounted signs, the ATM paneling and sign, and the 12 parking signs, all of which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction*, and the *Revised Permanent Sign Controls and Regulations*. Following your Board's approval, the signage will be subject to further review and approval by the Department of Regional Planning (DRP). Staff is also recommending approval of the existing temporary signs until approved permanent signs are installed conditioned on the Applicant submitting to the Department for review prior to submittal to DRP, a complete Site Plan Review application by October 29, 2009.

The Department recommends APPROVAL of DCB #09-015, with the following conditions:

- 1. Applicant obtains further review and approval of the signage by the Department of Regional Planning; and**
- 2. Applicant submits to the Department, a complete Site Plan Review application by October 29, 2009**

SHK:CM



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September 17, 2009

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board

FROM: Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 6F - PARCEL 50 - WATERSIDE MARINA DEL REY - PAPILLON - DCB #09-016

Item 6F on your agenda is a submittal from Papillon (Applicant), a new children's clothing and accessories retail tenant at Waterside Marina del Rey, 4712½ Admiralty Way for new signage along the front and rear façades of its retail space.

Signage

Main Entrance

The Applicant is proposing to install one new business identification sign on top of the existing awning, in standard halo-illuminated aluminum reverse channel letters. The new signage will read "PAPILLON", measuring 6'2" long by 1'4" high overall and made of .063 aluminum faces, in a customized font painted Modern Masters ME 655 Sapphire Blue. The sign will be located at approximately 15' from existing grade.

Service Entrance

An identical sign is proposed on the façade above the service entrance along Lincoln Boulevard approximately 11'6" from existing grade.

Lighting & Business Hours

The signage is proposed to be illuminated nightly from 30 minutes before dusk until midnight. The proposed hours of operation for Papillon will be from 10 a.m. to 7 p.m. Monday through Thursday, 10 a.m. to 8 p.m. Friday and Saturday and 11 a.m. to 6 p.m. on Sunday, consistent with center-wide hours of operation.

STAFF REVIEW

Staff recommends approval of the two proposed business identification signs, which meet the intent of the *Marina del Rey Minimum Standards of Architectural Treatment and Construction* and *Revised Permanent Sign Controls and Regulation* and are consistent with the overall design of the Waterside Marina del Rey development. The illumination of the signs should be consistent with center-wide hours of illumination as

approved by your Board for other signage in the center. Therefore, illumination of the entrance sign is recommended from dusk until 11:30 p.m. or one hour after the closing of the last restaurant, whichever is earlier. The illumination of the proposed service entrance sign facing Lincoln Boulevard is recommended from dusk until midnight nightly.

Business identification signage on the storefront doors or windows that are common at many of the stores in the center was not included in this submittal. The lessee's general manager of the center has been advised that approval from Beaches and Harbors, your Board, plus a variance from Regional Planning are required prior to the display of such signage. This is to avoid adding to the existing problems at the center of unapproved signage.

The Department recommends APPROVAL of DCB #09-011 with the following conditions:

- 1) Applicant obtain further review and approval from the Department of Regional Planning;**
- 2) Main Entrance sign shall be lit according to existing center-wide lighting hours, from dusk until 11:30 p.m., or one hour after closing of the last restaurant, whichever is earlier; and**
- 3) Rear Entrance sign shall be lit according to existing center-wide lighting hours from dusk until midnight.**

SHK:CM



To enrich lives through effective and caring service

September 17, 2009



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

TO: Design Control Board
FROM: Santos H. Kreimann, Director

SUBJECT: AGENDA ITEM 7A - TEMPORARY PERMITS ISSUED BY THE DEPARTMENT

Item 7A on your agenda provides us an opportunity to advise your Board of permits issued by the Department for temporary banners, signs and canopies. Since our last report, the Department issued the following permits, copies of which are attached:

- TP #09-020-Ext** 30-day extension to continue to mount one banner at Jamaica Bay Inn (Parcel 27) announcing the relocation of Spokes N Stuff to the Marina International Hotel (Parcel 145). The banner is permitted through September 30, 2009.
- TP #09-021** Temporary permit for one banner and one tent at Pier 44. Both items were only permitted for August 28, 2009.
- TP #09-022** Temporary permit for one business identification sign at Marina Waterside Shopping Center. The business identification sign is permitted from August 25 through September 25, 2009.

SHK:CM
Attachments (3)



To enrich lives through effective and caring service

September 8, 2009

Fred Adriance
Marina International Hotel
4200 Admiralty Way
Marina del Rey, CA 90292



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

**TEMPORARY BANNER AT JAMAICA BAY INN (P-27)
(TP 09-020-Ext)**

Dear Mr. Adriance:

By means of this letter, Marina International Hotel is granted a 30-day extension to continue to mount one banner at Jamaica Bay Inn located at 4135 Admiralty Way.

The original permit allowed the banner through August 30, 2009. This extension permits the banner through September 30, 2009. The banner must be removed by noon on October 1, 2009. Failure to remove it by this time will result in its removal and storage by the County of Los Angeles at your expense.

Please note that any temporary banner request in excess of this 30-day extension will require a complete Design Control Board (DCB) submittal. The deadline for submitting the DCB package for this banner is Thursday, September 24 at noon. If you have any questions, please contact Cesar Espinosa at (310) 305-9530.

If you have any questions, please contact Cesar Espinosa at (310) 305-9530.

Very truly yours,

SANTOS H. KREIMANN, DIRECTOR

Charlotte Miyamoto, Chief
Planning Division

SHK:CM:CE

cc: Wayne Schumaker
Mark Spiro
Seth Curtis
Ken Edson
Lynn Atkinson
Art Salmonson
Bob Nickens



To enrich lives through effective and caring service

August 24, 2009

Dennis Cohen
P.O. Box 11293
Marina del Rey, CA 90295



Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

**TEMPORARY TENT AND SIGNAGE AT PIER 44
(TP 09-021)**

Dear Mr. Cohen:

By means of this letter and the appropriate permits from the County of Los Angeles Department of Public Works, Building and Safety Division (310-534-3760) and the Fire Department (310-358-2380), Pier 44 is permitted to place one canopy tent and one poster board at its premises located at 13535 Mindanao Way, Marina del Rey. The tent and poster board will be placed as follows:

- One 10-foot by 20-foot white vinyl tent, oriented with the long axis north-south, on the southern side of the parking lot.
- One 24-inch by 24-inch poster board mounted on the south side of the parking lot, facing Mindanao Way. The poster will read "CONCORDANCE" in 8-inch, black Brush Script font. The poster will also include a color picture of the yacht where the event will take place.

The tent and poster board are permitted on August 28, 2009 only and must be removed by noon on August 29, 2009. Failure to remove them by this time will result in their removal and storage by the County of Los Angeles at your expense. Please note: during this event, public access along the waterfront promenade must be maintained. If you have any further questions or requests, please contact Cesar Espinosa at 310-305-9530.

Very truly yours,

SANTOS H. KREIMANN, DIRECTOR

Charlotte Miyamoto, Chief
Planning Division

SHK:CM:CE

Cc: Wayne Schumaker
Mark Spiro
Ken Edson
Seth Curtis
Lynn Atkinson
Jules Trefler



To enrich lives through effective and caring service

August 24, 2009

Brian Colacarro
Caruso Affiliated
4700 Admiralty Way
Marina del Rey, CA



Santos H. Kreimann
Director
Kerry Silverstrom
Chief Deputy

TEMPORARY SIGNAGE AT WATERSIDE MARINA (P-50)
(TP 09-022)

Dear Mr. Colacarro:

By means of this letter, Affordable Portables is permitted to mount a temporary signage at their premises located at 4716 1/2 Admiralty Way as detailed below:

- The sign will read "AFFORDABLE PORTABLES" in 8-inch high lettering and will measure 1-foot-11-inches high by 8-feet-9-inches wide. It will be made of metal with the lettering made of black non illuminated plexi face. In addition, the signage will include the "AT&T" name in 8-inch black lettering and the corporate AT&T logo in 10 3/4-inches high by 10 3/4-inches wide. The signage will mounted to the façade of the building with pins.

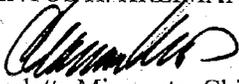
The signage is permitted from August 25, 2009 through September 25, 2009. The signage must be removed by noon on September 26, 2009. Failure to remove it by this time will result in its removal and storage by the County of Los Angeles at your expense.

If desired, one consecutive 30-day extension may be granted, provided that the request for such is made in writing to the Department *before* the original permit expires. Because your request is for business identification signage, a request for a 30-day extension must be accompanied by a complete Design Control Board submittal, which will be due by noon on September 24, 2009.

If you have any further questions or requests, please contact Cesar Espinosa at 310-305-9530.

Very truly yours,

SANTOS H. KREIMANN, DIRECTOR


Charlotte Miyamoto, Chief
Planning Division

SHK:CM:CE

Cc: Wayne Schumaker
Mark Spiro
Ken Edson
Seth Curtis
Lynn Atkinson
Sal Iannotti



To enrich lives through effective and caring service

September 17, 2009



Santos H. Kreimann
Director

TO: Design Control Board
FROM: Santos H. Kreimann, Director

Kerry Silverstrom
Chief Deputy

SUBJECT: ITEM 7B - ONGOING ACTIVITIES REPORT

BOARD OF SUPERVISORS ACTIONS ON ITEMS RELATING TO MARINA DEL REY

At its September 1, 2009 meeting, on motion by Supervisor Knabe (attached), the Board of Supervisors approved a recommendation instructing the Acting Director of Planning to prepare a response to the Periodic Review of the Marina del Rey Local Coastal Program, in consultation with the Acting County Counsel, the Directors of Beaches and Harbors and Public Works, and any other County department with responsibilities in Marina del Rey, and return to the Board with the proposed response no later than February 2010. The Board also directed the Acting Director of Planning to (1) prepare the map and text amendment to the Marina del Rey Local Coastal Program and the cumulative impact assessment, in consultation with the Chief Executive Officer, the Acting County Counsel, and the Directors of Public Works and Beaches and Harbors, returning to the Board once the Regional Planning Commission has acted upon the proposed amendment; and, (2) begin the visioning process for future redevelopment of Marina del Rey, which will focus on the redevelopment of leaseholds terminating in the next 15 to 20 years, involving the public and in consultation with the Board and the Department of Beaches and Harbors, to be completed within five years.

REGIONAL PLANNING COMMISSION'S CALENDAR

For the month of September 2009, there are no Marina del Rey matters scheduled for consideration by the Regional Planning Commission. The Commission has tentatively scheduled in the month of October the following: (1) on October 14, 2009, a public hearing with respect to the Parcel 9 (Woodfin Hotel) and Parcels 10 and FF (Neptune Marina/Legacy Apartments) projects; and, (2) on October 21, 2009, a public hearing with respect to the Parcel OT (Oceana Retirement Facility) and Parcel 21 (Holiday Harbor Courts) projects.

LOCAL COASTAL PROGRAM PERIODIC REVIEW UPDATE

County staff continues to work on the response to the Coastal Commission's Local Coastal Program Periodic Review recommendations and findings, which is due on April 29, 2010.

SMALL CRAFT HARBOR COMMISSION MINUTES

The Small Craft Harbor Commission meeting minutes for May 2009 are attached. The June 2009 meeting minutes were previously provided to your Board. The July and

Design Control Board
Item 7B - Ongoing Activities Report
September 17, 2009
Page 2

September 2009 meeting minutes have not yet been approved by the Commission. There was no August 2009 meeting.

MARINA DESIGN GUIDELINES UPDATE

Staff is discussing minor revisions of the Design Guidelines with RRM Design Group as to the Streetscape chapter.

REDEVELOPMENT PROJECT STATUS REPORT

Attached is a copy of the project status report providing details and the current status of projects in the redevelopment process in the Marina. Copies of this report are also available at the Lloyd Taber-Marina del Rey Public Library and on the Department's website (marinadelrey.lacounty.gov).

SHK:cm

Attachments (3)

MOTION BY SUPERVISOR DON KNABE

September 1, 2009

The California Coastal Commission (Commission) recently completed a Periodic Review of the Marina del Rey Local Coastal Program (LCP), with its formal findings and recommendations transmitted to the County in April of this year. Simultaneously, the County has been negotiating for Phase II redevelopment of Marina del Rey in good faith for numerous years. Therefore, in recognition of both the Commission's Periodic Review and the County's negotiations, Coastal staff presented to the Commission, at its June 11, 2009 meeting, a "Roadmap" for the County to follow in processing negotiated Phase II redevelopment projects and in preparing its statutorily-required response to the Periodic Review Report. The Commission unanimously concurred with the "Roadmap" approach, which commits the County to submitting its LCP Periodic Review response by April 2010, and requires the batching and processing of Phase II Development Projects needing LCP amendments into a single compound amendment. This will allow

(M O R E)

MOTION

MOLINA _____

RIDLEY-THOMAS _____

YAROSLAVSKY _____

ANTONOVICH _____

KNABE _____

the Commission and staff to more fully evaluate the cumulative environmental impacts resulting from the proposed redevelopment projects and address overarching policy issues of interest to the Commission, such as sensitive biological resources, open space enhancements, and public parking.

More specifically, the three-step "Roadmap" process for Commission consideration of our Marina projects, and in response to the LCP Periodic Review, findings and recommendations are as follow:

- a. Submission of the County's response to the Coastal Commission's Marina LCP Periodic Review findings and recommendations by April 2010 as statutorily required;
- b. Presentation of a single aggregate LCP map and text amendment with respect to all Phase II Marina redevelopment projects requiring an LCP amendment, which will be accompanied by a cumulative impact assessment of all of the development currently proposed in Marina del Rey; and
- c. Development of a vision for future redevelopment of Marina del Rey within five years, which will focus on the redevelopment of leaseholds terminating in the next 15 to 20 years.

(M O R E)

I recommend that the Board endorse this approach, and instruct the Department of Regional Planning to be the lead County agency to perform the work, in consultation with the Chief Executive Office, County Counsel, the Department of Beaches and Harbors, the Department of Public Works and any other County department with responsibilities in Marina del Rey, and return to the Board as expeditiously as possible with the proposed Periodic Review response and proposed LCP map and text amendment.

I, THEREFORE, MOVE that the Board of Supervisors:

1. Direct the Department of Regional Planning to prepare the proposed Periodic Review response, in consultation with County Counsel, the Department of Beaches and Harbors, the Department of Public Works, and any other County department with responsibilities in Marina del Rey, returning to this Board with the recommended response no later than February 2010;
2. Direct the Department of Regional Planning to prepare the map and text amendment to the Marina del Rey Local Coastal Program and the cumulative impact assessment, in consultation with the Chief Executive Office, County Counsel, Department of Public Works, and the Department of Beaches and Harbors, returning to this Board once the Regional Planning Commission has acted upon the proposed amendment; and

(M O R E)

3. Direct the Department of Regional Planning to begin the visioning process for future redevelopment of Marina del Rey, involving the public and in consultation with the Board and the Department of Beaches and Harbors, to be completed within five years.

#

JM:mw

SMALL CRAFT HARBOR COMMISSION MINUTES
MAY 13, 2009

Commissioners: Russ Lesser, Chairman; Vanessa Delgado, Vice-Chairman; Albert Landini, Ed.D.; Dennis Alfieri, Commissioner; Albert DeBlanc (unexcused absence)

Department of Beaches and Harbors: Santos Kreimann, Director; Gary Brockman, Asset Development; Dusty Crane, Community and Marketing Service Division Chief;

County: Thomas Faughnan, Principal Deputy County Counsel; Michael Tripp, Principal Planner Special Projects; Sergeant Escamillas and Deputy Rochford, Sheriff's Department

Guest: Beverly Moore, Executive Director, Marina del Rey Convention and Visitors Bureau

Call to Order and Pledge of Allegiance:

Chairman Lesser called the meeting to order at 9:37 a.m., followed by the pledge of allegiance.

Approval of Minutes:

Jon Nahhas commented on the April 8, 2009 minutes. Chairman Lesser asked for a motion to approve the minutes. Commissioner Landini moved and Commissioner Alfieri seconded. The motion was unanimously approved.

Item 3 – Regular Reports:

Sergeant Escamillas discussed the Crime Report and the Year to Date Crime Statistics. Deputy Rochford discussed the Liveboard Report.

Chairman Lesser asked that the Year to Date Crime Statistics be presented on a quarterly basis.

Dusty Crane reported on the Special Events. She discussed the Marina del Rey Outdoors Adventures, Fisherman's Village Weekend Concerts and Beach Events. She said Movie Night will start in the summer at Chace Park, further information will be provided.

Jon Nahhas commented that he does not want to see black and white movies. He said he would like soul music played at the events to bring out younger people and to light up the pier.

Beverly Moore said tourism continues to be affected by the changes in the economic conditions nationally and internationally, but Marina del Rey has not been affected. She said two initiatives have been launched this spring to counteract and promote more travel to the community which will consist of special promotions, incentives and rewards and also online consumer advertising.

Carla Andrus said she would like to reach out to the region for small boating opportunities to energize the Marina.

Santos Kreimann commented that he meets on a regular basis with Beverly Moore to make sure the marina is more active.

Beverly Moore said the most important activity in the Marina is the Recreational Boating Activity and information is available seven days a week through the Visitors Bureau.

Item 4a – Follow-up RE Marina del Rey Slip Sizing Study and Marina del Rey Slip Pricing and Vacancy Study

Santos Kreimann gave an updated overview of the study and welcomed comments from the commissioners and the public. He said staff was not able to respond to all written comments and suggested that this item be held over until next months meeting.

Chairman Lesser stated that no action will be taken on this item and held over to the next meeting.

Carla Andrus commented on the availability of boat slips and slip vacancies.

Jon Nahhas said the Coastal Act needs to be reviewed and asked why the small boat slips are not filled and that this should be investigated.

Santos Kreimann said the study was prepared for the entire boating community and that the consultants surveyed the various marinas.

John Rizzo said the model of financing is not effective and has a package that he will submit to the board.

Andy Bessette commented on the advertising for comments from the public made by email and the Argonaut. He suggested that a new approach for public comments be taken.

Item 5a – Dock Reconfiguration Plan For Chace Park Peninsula

Chairman Lesser stated that no action will be taken on this item and held over until next month's meeting.

Santos Kreimann gave an overview of the report.

Gary Brockman gave an overview of the design and dock reconfiguration plan.

Jon Nahhas said to reconfigure the docks will require an LCP Amendment, it will not create affordable recreation and will provide more opportunity for wealthy boaters. He said this is against the Coastal Act and provides a hardship against recreational and public access.

Santos Kreimann said it will not require an LCP Amendment, but a Coastal Development Permit will be required.

Michael Tripp said the Department of Regional Planning does not have the jurisdiction with the Local Coastal Program to issue Coastal Development Permits over the water it's done by the Coastal Commission.

Andy Bessette said there is no reason for more reduction of boat slips in the marina, this is greed and corruption. He said that Santa Monica Windjammers Yacht Club was forced out so that a new lease could be taken out on the club house.

David Levine commented on the dock reconfiguration plan and said the commission should gather more information such as hearing more about the process. He asked if an initial study for this dock reconfiguration has been submitted to the Department of Regional Planning and are they going through the same process that would be required if it was a Lessee; how the parking would be handled; will the County pay the fees and will the Promenade be included. Lastly, he said the study should include how the waterside development reconfiguration will interact with the landside developments.

Michael Tripp said that the Department of Regional Planning will have little to do with the development and that the waterside will be reviewed by the Coastal Commission. The Regional Planning will review the number of dock slips for adequate parking.

Carla Andrus asked how Don Knabe received funding to repair the docks and why it isn't cost recovery.

Santos Kreimann said the Board approved that the funds collected from Parcel 47 would go into a trust account which would fund the cost of operation, maintenance and replacement of the slips.

Item 5b – Marina del Rey Slip Vacancies: A Special Report

Santos Kreimann gave an overview of the report and said there are increases in slip vacancies.

Jon Nahhas commented that the Commissioners start investigating the slip vacancies, inquire about the prices and poor docks.

Carla Andrus said Holiday Harbor was moving boats out of the marina and that there are thirty-three small slips available. She commented that this should be a lively marina.

Santos Kreimann said Holiday Harbor is in the process of trying to obtain a Coastal Development Permit to replace their docks. As part of the management decision boats were moved over to other docks and will be replaced in the near future.

Andy Bessette commented that Marina del Rey is getting a reputation as being one of the most unfriendly marinas in the world. He said the report from Director Kreimann is misleading.

Santos Kreimann said he wanted to have accurate information and did not list the Espirit project because it would have made it appear to have a 12-15 % vacancy.

Item 6a – Ongoing Activities Report

Santos Kreimann gave an overview of the Ongoing Activities Report which consisted of the Board actions, Regional Planning Commission's calendar, Venice Pumping Plant Dual Force Main project update, Oxford Basin project update, redevelopment project status report and the Unlawful Detainer status.

Michael Tripp stated that public hearings have been set for the following projects Neptune Marina projects (Parcels 10R & FF), the Woodfin Hotel and public park project (P9U). He said the hearing is scheduled for August 12, 2009 at Chace Park but the Regional Planning Commission will have a field trip to the sites on August 8, 2009.

John Rizzo commented that there should be a mini commission under the commissioners. He said the park should be cleaned up and the fence should be removed to help make more interesting.

Santos Kreimann said the letter written by Marcia Hanscom has already been forwarded to Public Works.

Carla Andrus said she was happy to know the dead trees will be removed and that the Tri-Zec building will be considered for the new location for Beaches and Harbors.

Santos Kreimann said multiple locations are being sought for the new Administration Building.

Jon Nahhas asked for clarification in regards to a statement made by Supervisor Knabe. He asked was a RFP for Parcel 49 & 77 going to be generated with the RFQ. He also commented on Unlawful Detainers and Evictions.

Tom Faughnan said yes. The Board letter and Resolution approved by the Board is a two-step process involving a RFQ and RFP.

Chairman Lesser commented that the reason for the Unlawful Detainers on the monthly ongoing report is to see if there is prejudice by the dockmaster.

Santos Kreimann commented that the fourth recommendation calls for the Board of Supervisors to approve an RFP and exclusive right to negotiate based on an RFP that will be issued by Beaches and Harbors and that this is actually a three-step process.

Chairman Lesser asked when could the RFP be reviewed.

Tom Faughnan said if the department is going to make a recommendation to the board to authorize exclusive negotiations with a proposer who has responded to an RFP it would be forwarded to the Commissioners before it is forwarded to the Board of Supervisors.

Item 7 – Communication from the Public

William Vreszk questioned the statistics and asked if Bar Harbor and Esprit were counted in the Slip Vacancy report.

Carla Andrus commented on the number of vacant slips at Esprit I.

Jon Nahhas commented on waiting lists, advertising of boat slips and vacancy of boat slips.

Item 8 – Adjournment

Chairman Lesser adjourned the meeting at 12:07 p.m.

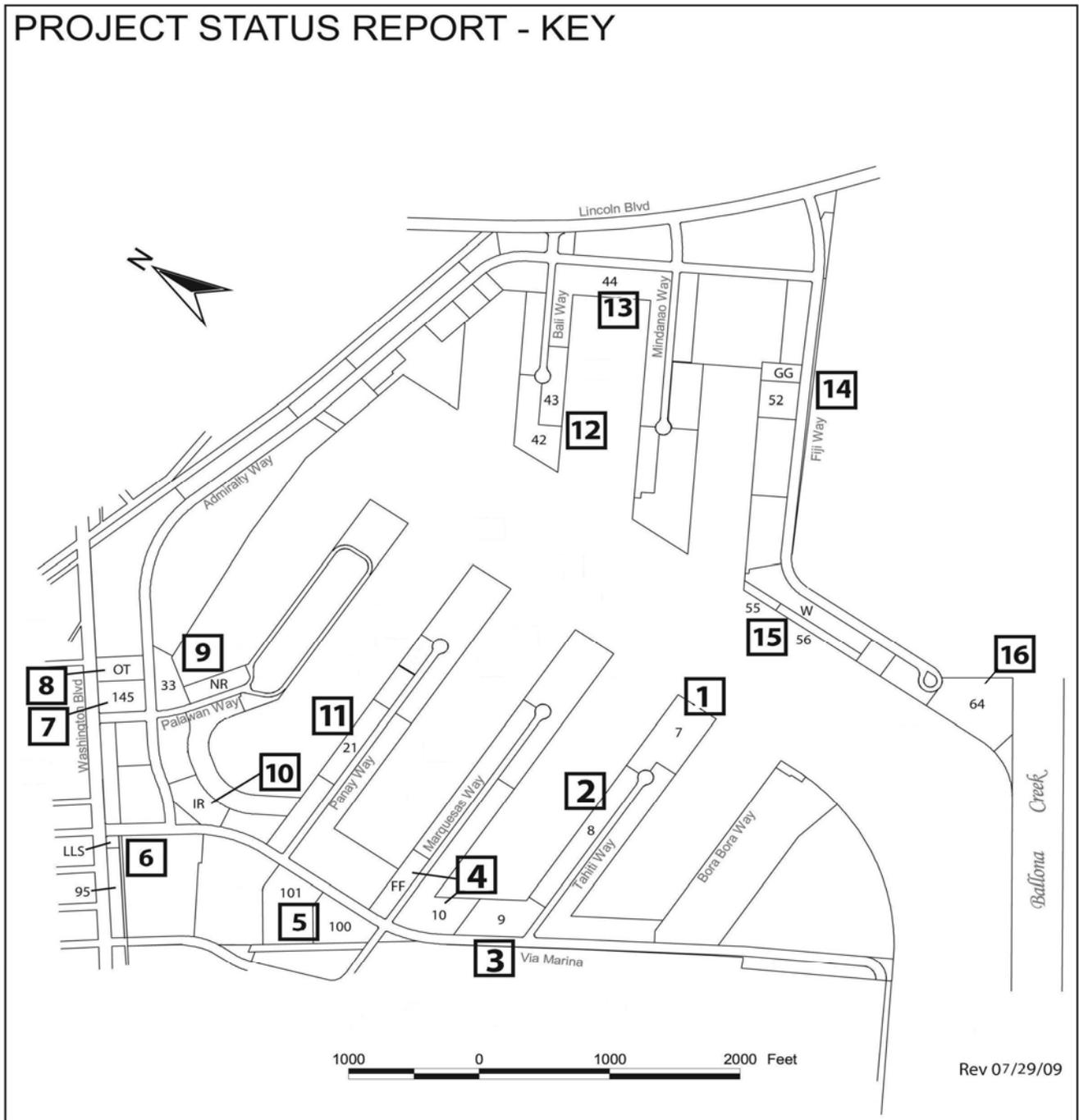
Respectfully Submitted By: Donna Samuels, Commission Secretary

*Copies of taped meetings can be purchased immediately following all meetings with Commission Secretary.

**Marina del Rey Redevelopment Projects
Descriptions and Status of Regulatory/Proprietary Approvals
As of August September 1, 2009**

Map Key	Parcel No. -- Project Name/Lessee	Lessee Name/ Representative	Redevelopment Proposed	Massing and Parking	Status	Regulatory Matters
1	7 -- Tahiti Marina/K. Hakim	Kamran Hakim	* Building refurbishment and relocating landside boating facilities * Docks will not be reconstructed at this time	Parking -- Possible slight reduction of parking due to relocation of landside boating facilities. Impact is currently unknown.	Proprietary -- Term sheet initiated on 8/3/09 Regulatory -- Initial Study received by Regional Planning in May 2009.	
2	8 -- Bay Club/ Decron Properties	David Nagel	* Building refurbishment, no new construction * Docks will be reconstructed	Massing -- Two 43' tall 3-story residential buildings over parking Parking -- 315 residential parking spaces and 172 slip parking spaces	Proprietary -- Term sheet approved by BOS August 2008 Regulatory -- DCB continued from July 2008 with concept approval August 2008. Site Plan Review application filed with DRP on 12/4/08. The 30-day review period of the MND by State agencies commenced 8/12/09.	
3	9 -- Woodfin Suite Hotel and Vacation Ownership/ Woodfin Hotels	Jack Illes	* 19-story, 288-room hotel (152 hotel rooms and 136 timeshare suites) * 6-story, 360-stall parking structure * New public transient docks * 28 foot-wide waterfront promenade * Wetland park	Massing -- 19-story hotel with 5-story parking structure, 225' tall, on northern half of parcel with view corridor and wetland park on southern half Parking -- All parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS February 2007 Regulatory -- DCB initial hearing May 2006, approved in concept June 2006; Regional Planning application filed November 2006; RP Commission heard the matter on 8/12/09 and continued the item; RP Commission scheduled to hear the item on 10/14/09.	Timeshare component Wetland
4	10/FF -- Neptune Marina/ Legacy Partners	Sean McEachorn	* 526 apartments * 161-slip marina + 7 end-ties * 28 foot-wide waterfront promenade * Replacement of public parking both on and off site	Massing -- Four 55' tall clustered 4-story residential buildings over parking with view corridor Parking -- 103 public parking spaces to be replaced off site	Proprietary -- Term sheet approved by BOS August 2004; lease documents approved by BOS August 2008 Regulatory -- DCB initial hearing May 2006, approval in concept June 2006; Regional Planning application filed November 2006; RP Commission heard the matter on 8/12/09 and continued the item; RP Commission scheduled to hear the item on 10/14/09.	LCP amendment to allow apartments on Parcel FF, remove Open Space category, and to transfer development potential from other development zones Parking permit to allow 103 replacement public parking spaces off site Variance for enhanced signage and reduced setbacks
5	100/101 -- The Shores/ Del Rey Shores	Jerry Epstein/ David Levine	* 544-unit apartment complex * 10 new public parking spaces	Massing -- Twelve 75' tall 5-story residential buildings Parking -- All parking required of the project to be located on site plus 10 public beach parking spaces	Proprietary -- Lease extension Option approved by BOS December 2006 Regulatory -- Regional Planning approval June 2006; BOS heard appeal February 2006; and approved project March 2007. Per court order, EIR redone as to grading; BOS approved EIR 12/16/08; Plancheck application filed	
6	95/LLS -- Marina West Shopping Center/Gold Coast	Michael Pashaie/ David Taban	*23,500 square feet of commercial/retail/restaurant	Massing -- To be determined Parking -- All parking required of the project to be located on site	Proprietary -- Term Sheet approved by BOS October 2007 Regulatory -- DCB initial hearing May 2006; item then on June, July, and September agenda; conceptual approval granted November 2006	
7	145 -- Marina International Hotel/ IWF Marina View Hotel	Dale Marquis/ Mike Barnard	* Complete refurbishment	Massing -- 40' existing and proposed max height Parking -- To be determined	Proprietary -- Term sheet under negotiation Regulatory -- DCB initial hearing November 2008; conceptual approval granted January 2009. Initial Study received by Regional Planning May 2009.	
8	OT -- Oceana Retirement Facility/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	* 114-unit senior retirement facility * 5,000 square feet of retail space * Replacement public parking both on and off site * Public accessway from Washington to Admiralty	Massing -- One 5-story residential (senior) building over ground-floor retail and parking, 65' tall Parking -- All required project parking to be located on site; 92 public parking spaces to remain on site, 94 public parking spaces to be replaced off site near Marina Beach	Proprietary -- Lease documents approved by BOS July 2008. Regulatory -- DCB conceptual approval August 2005; Regional Planning application filed May 2006. DEIR public review period from 9/3 - 10/19/09. RP Commission hearing scheduled for 10/21/09	LCP amendment to create Senior Retirement Facility Land Use Category and rezone OT as Senior Retirement Facility with Mixed Use Overlay Zone, and transfer development potential between Development Zones Parking permit for senior retirement facility and to allow some replacement public parking off site.
9	33/NR -- The Waterfront	Ed Czucker/Derek Jones	* 292 apartments * 32,400 square-foot restaurant/retail space * Rooftop observation deck * Replacement public parking both on and off site	Massing -- Three 5-story mixed use residential/retail buildings (two 44' tall and one 61' tall) with view corridor Parking -- All required project parking to be located on site; 69 public parking spaces to be replaced on site.	Proprietary -- Lease documents in process and economic terms being negotiated Regulatory -- DCB concept approval August 2004; revised project to DCB on August 2008, then December 2008 where it was continued	LCP amendment to add Mixed Use Overlay Zone, rezone NR to Visitor Serving/Commercial, and Variance for increased height and reduced setbacks Parking permit to allow some replacement public parking off site
10	IR -- Marriott Residence Inn/ Pacifica Hotels	Dale Marquis/ Mike Barnard	* 147-room hotel * Replacement of public parking both on and off site * Marina Beach Promenade	Massing -- Two hotel buildings above parking, 45' tall, with view corridor Parking -- 197 public parking spaces to remain on site, 20 or 89 public parking spaces to be replaced off site depending on intersection project	Proprietary -- Lease documents approved by BOS Oct 2006 Regulatory -- DCB approved in concept February 2006; Regional Planning application in preparation	LCP amendment to rezone site from Parking to Hotel Parking permit to allow some replacment public parking off site.
11	21 -- Holiday Harbor Courts/ Goldrich & Kest Industries	Jona Goldrich/ Sherman Gardner	<u>Phase 1</u> * 5-story, 29,300 square-foot mixed-use building (health club, yacht club, retail, marine office) * 92-slip marina * 28 foot-wide waterfront promenade and pedestrian plaza <u>Phase 2 (Parcel C)</u> * Westernmost portion of land to revert to County for public parking	Massing -- One 56' tall commercial building with view corridor Parking -- All parking required of the project to be located on site, including 94 replacement spaces from OT and Parcel 20 boater parking	<u>Phase 1</u> Proprietary -- Lease documents approved by BOS July 2008 Regulatory -- DCB conceptual approval obtained August 2005; Regional Planning application (landside) filed September 2006. DEIR public review period from 9/3 - 10/19/09. RP Commission hearing scheduled for 10/21/09 <u>Phase 2 (Parcel C)</u> DCB hearing March and April 2006, item continued.	LCP Amendment to transfer parking from OT to 21 CDP for landside from Regional Planning CDP for waterside from Coastal Commission
12	42/43 -- Marina del Rey Hotel/ IWF MDF Hotel	Dale Marquis/ Mike Barnard	* Complete refurbishment and dock replacement	Massing -- 36' tall hotel building Parking -- 372 Parking spaces	Proprietary -- Term sheet under negotiation Regulatory -- To be determined	
13	44 - Pier 44/Pacific Marina Venture	Michael Pashaie/ David Taban	* Build 5 new visitor serving commercial and dry storage buildings * 91,090 s.f. visitor serving commercial space * 143 slips + 5 end ties and 234 dry storage spaces	Massing -- Four new visitor-serving commercial buildings, maximum 36' tall and one dry stack storage building, 65'5" tall. 771.5 lineal feet view corridor proposed (259.73 required) Parking -- 381 at grade parking spaces will be provided with shared parking agreement (402 parking spaces are required)	Proprietary -- Term sheet under negotiation Regulatory -- Initial DCB review during the October 2008 meeting. Item was continued and is pending a second review	Shared Parking Agreement
14	52/GG - Boat Central/ Pacific Marina Development	Jeff Pence	* 345-vessel dry stack storage facility * 30-vessel mast up storage space * 5,300 s.f. Sheriff boatwright facility	Massing -- 70' high boat storage building partially over water and parking with view corridor Parking -- All parking required of the project to be located on site, public parking to be replaced on Parcel 56	Proprietary -- Term sheet approved by BOS on July 2006; SCHC approved Option March 2007; BOS approved Option May 2007 Regulatory -- DCB, on May 2007 (continued from March 2007 meeting; April meeting cancelled) DISAPPROVED project. Regional Planning application filed December 2008. Screencheck Draft EIR received July 2009.	LCP amendment to rezone site to Boat Storage and to transfer Public Facility use to another parcel.
15	55/56/W -- Fisherman's Village/ Gold Coast	Michael Pashaie/ David Taban	* 132-room hotel * 65,700 square foot restaurant/retail space * 30-slip new marina * 28 foot-wide waterfront promenade	Massing -- Nine mixed use hotel/visitor-serving commercial/retail structures (eight are 1 or 2-story and one 60' tall hotel over ground floor retail/ restaurant), parking structure with view corridor Parking -- All parking required of the project to be located on site; must include parking for adjacent Parcel 61 lessee (Shanghai Reds) and replacement parking from Parcel 52	Proprietary -- Lease documents approved by BOS December 2005 Regulatory -- DCB hearing May 2006, item continued; approved in concept July 2006. Regional Planning application filed May 2007. Screencheck DEIR in review.	Shared Parking Agreement Variance for reduced setbacks
16	64 -- Villa Venetia/ Lyon	Peter Zak	* Complete refurbishment	Massing -- Existing 224 units in 3 stories with portions over parking Parking -- All parking located on site	Proprietary -- Term sheet approved by BOS August 2008 Regulatory -- DCB continued item from July 2006 and approved a redevelopment concept October 2006. Regional Planning application filed December 2006. Project has changed. Refurbishment rather than redevelopment now proposed.	

PROJECT STATUS REPORT - KEY





To enrich lives through effective and caring service

September 17, 2009



TO: Design Control Board

FROM: Santos H. Kreimann, Director

Santos H. Kreimann
Director

Kerry Silverstrom
Chief Deputy

SUBJECT: **AGENDA ITEM 7C - MARINA DEL REY & BEACH SPECIAL EVENTS**

MARINA DEL REY

DISCOVER MARINA DEL REY DAY 2009

Sponsored by the Los Angeles County Department of Beaches and Harbors
Burton Chace Park
Sunday, October 11
11:00 a.m. to 4:00 p.m.

Discover Marina del Rey Day 2009 is a community event that can be enjoyed free of charge to the public, featuring booths from various organizations on health, safety and the environment, plus games, music, snack carts, pumpkin patch and children's marionette shows. Visitors who wish to access the popular inflatable games must pay \$5.00 for a wristband. Food and soft drinks are also available for purchase at the park's restaurant, Café Petra, throughout the day.

Parking at a reasonable rate is available in County Lot 4 near the venue and in County Lot 5 on Bali Way.

For more information call: **Marina del Rey Visitors Center at (310) 305-9545.**

CALIFORNIA COASTAL CLEANUP DAY

Marina del Rey
September 19, 2009
9:00 a.m. – 12 noon

Join the Santa Monica Bay Restoration Foundation in Marina del Rey for L.A. County's only cleanup on kayaks. Come out and help clean the largest man-made pleasure craft harbor in the U.S. Bring your own small watercraft or kayak. Parking is free on a first come, first serve basis at Dock 52, where a shuttle will transport volunteers to and from the launch sites. Registration is at 8:00 a.m.

For more information call: (800) Heal-Bay or visit www.healthebay.com/ccd.

FISHERMAN'S VILLAGE WEEKEND CONCERT SERIES

Sponsored by Pacific Ocean Management, LLC

All concerts from 2:00 p.m. - 5:00 p.m.

Saturday, September 19

Scott Martin & The Latin Soul Band, playing Latin Soul & Jazz

Sunday, September 20

Bernie Meisinger, playing American Song Book & Jazz Standards

Saturday, September 26

LA Love Band, playing Classic Jazz, Party Blues & Sweet Soul

Sunday, September 27

Susie Hansen Latin Jazz Band, playing Hot Latin Jazz

For more information call: Pacific Ocean Management at (310) 822-6866.

BEACH EVENTS

DRIVE-IN AT THE PIER

Santa Monica Pier

Fridays, Through October 2, 2009

7:00 p.m.

Admission is FREE, but tickets will be required for entry. Get your tickets at the Santa Monica Information Center location at 1920 Main Street and Santa Monica Convention and Visitor's kiosk at 1400 Ocean Avenue. Doors will open at 7:00 p.m. Movies are:

September 25

Fuel

September 18

Hairspray

October 2

Ferris Bueller's Day Off

Public Parking is available in the beach lots near the Pier for \$5-\$8 per vehicle. Please check hours and cost of the lots before parking. You can also walk, bike or ride the bus!

For more information call: (310) 458-8900.

SHK:cm